BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Extended Diploma in Business and Hospitality
Unit number and title	**Unit 8: Customer Service Provision in Hospitality**
Learning aim(s)	**B** Carry out supervision of customer service in different situations, using appropriate behaviors to meet expectations **C** Explore methods to monitor and improve customer care performance
Assignment title	Delivering excellent customer service
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Continuing in your role as a customer service supervisor in a hospitality business and have been asked by your manager to lead the team and show excellent customer service skills when dealing with customers. You will be working in your center's reception or hospitality business reception during an event or function. You will be supervising the reception area and staff working. You will need to evaluate the methods used to deliver customer care and make recommendations for improvement. As part of delivering customer service you will: ● Deal with internal and external customers ● Meet customer needs ● Provide information or advice ● Monitor the team's performance ● Evaluate the customer service procedures You may: ● Use initiative and creativity to solve problems ● Deal with complaints or problems

Task 1	This task requires you to demonstrate excellent customer service skills in a customer service situation. You will need to supervise the reception staff to ensure customers needs are dealt with effectively. You also need to provide a reflective account of the skills you have demonstrated. You will be required to demonstrate a range of skills including: • active listening • good questioning techniques • positive language (including body language) • attention to detail • product knowledge • personal presentation You will be observed by your tutor, who will produce a detailed observation record. Your reflective account should be detailed and cover a variety of different customer service situations.
Task 2	This task requires you produce a report for your manager after you finish working in the customer care situation. You will need to discuss the most effective methods to improve customer care within the business you are working. You will need to support your findings with various information including: • Customer feedback forms • Staff observations forms • On line reviews • Surveys • Staff feedback Your report should demonstrate accurate and thorough knowledge and understanding of relevant information including the development of customer service standards. You need to include the feedback documents in your evidence.
Checklist of evidence required	Observation records Reflective account Report Variety of supporting feedback forms

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
8/B.D2	Demonstrate consistent customer service to a wide range of customers in a variety of different customer service situations including complaint handling to industry standards
8/C.D3	Evaluate the methods used for improvements to the standard of customer service in the hospitality business
8/B.M3	Demonstrate competent customer service skills in hospitality businesses
8/C.M4	Demonstrate detailed methods to improve customer service
8/B.P3	Demonstrate customer service skills with a range of customers in a variety of hospitality situations.
8/B.P4	Demonstrate how to resolve basic customer queries and enquiries
8/C.P5	Select and use a limited range of methods to gather customer service information
8/C.P6	Use customer service information to suggest basic improvements to customer service
Sources of information to support you with this Assignment	Customer service policies Staff training hand book Mission statements
Other assessment materials attached to this Assignment Brief	*None*